

2500040912

From: AREIMAN --VCH0021A
To: LPOLLAK --VUS0212A Lee Pollak

Date and time 12.09.92 18:28:28

From: Andre Reiman
Subject: Rothmans labelling implementation

Here is some support for the proposal that will be coming your way.

Andy
*** Forwarding note from MWINOKUR--VUS0212A 12/09/92 12:10 ***
To: LGREHER --VUS0212A Leslie Greher

From: Matthew Winokur
Subject: Rothmans labelling implementation
file labelling

Following is status of Rothman's labelling policy as reported to me today
by John Webb

Rothmans Internation has adopted a policy to label all packs.

They have not yet begun to implement the policy for two reasons. In general because they only reached the decision in principle mid-year and then had to try to work out in particular how to execute the plan for EC-DF. And also because they are waiting to proceed with the EC-DF ONLY AFTER they see packs from PM and BAT voluntarily labelled. John said if i wanted to send him some packs to "prove" we'd implemented then RI would proceed. Hugh, can you accomodate.

As to implementation parameters, here's how it will go.

EC-DF: EC labels, one front, two rotating on back, with attribution to EC Directive. Exceptions are made in cases of - local national brands which will carry national label, and Italy, Germany and France where ALL DF will carry local label. (Apparantly, not only does RI read the Loi Evin as conservatively as BAT does, but they also feel German and Italian law warrant similar approach.)

Outside EC-DF:

Exported brands will carry the label used in the country of manufacture, in general.

For Africa, the EC labels with attribution will be used in either French or English depending on the general manager's disposition.

cc: HBRASS --VCH0021A Hugh Brass
VROGERS --VUS0212A

AREIMAN --VCH0021A Andre Reiman

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